

ORDER



Orders
Order / Rev: 707610
Alt Order #: 06283287
Product Desc: ISS/DCCC
Estimate: 1474
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	45	\$74,325.00	\$63,176.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	45	\$74,325.00	\$63,176.25	0.00
Totals	45	\$74,325.00	\$63,176.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	34%	\$74,325.00
Market	100%	\$218,602.94

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$28,418.38
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$2,186.03
KSTP	15%	\$32,790.44
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$76,511.03
WFTC	2%	\$4,372.06

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/02/12	10/08/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	MTWTF--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$3,000.00		0.00			
2	KARE	10/02/12	10/08/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					5	\$800.00		0.00			
3	KARE	10/02/12	10/08/12	M-F 2-3p The Doctors	CM	2P-3P	MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$350.00		0.00			
4	KARE	10/02/12	10/08/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$450.00		0.00			
5	KARE	10/02/12	10/08/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$400.00		0.00			
6	KARE	10/02/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$850.00		0.00			
7	KARE	10/02/12	10/08/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	2	\$1,750.00	P-2	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$1,750.00		0.00			
8	KARE	10/02/12	10/08/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	2	\$1,750.00	P-2	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$1,750.00		0.00			
9	KARE	10/02/12	10/08/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$900.00		0.00			
10	KARE	10/02/12	10/08/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	2	\$1,750.00	P-2	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$1,750.00		0.00			
11	KARE	10/02/12	10/08/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$900.00		0.00			
12	KARE	10/02/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$325.00		0.00			
13	KARE	10/08/12	10/08/12		CM	7P-9P	M-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Mon Prime											
				THE VOICE		(6:58 PM-9:00 PM)									
				VOICE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----		1			\$7,500.00		0.00				
14	KARE	10/06/12	10/06/12	Saturday Night Live	CM	Saturday Night Live	-----S-	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
				Saturday Night Live											
				SAT NITE LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$1,750.00		0.00				
15	KARE	10/06/12	10/06/12	Notre Dame Football	CM	Various	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
				Notre Dame Football											
				NOT ON CARD ND FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		2			\$750.00		0.00				
16	KARE	10/06/12	10/06/12	Sat 630-7p	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
				MN Bound											
				MN BOUND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$750.00		0.00				
17	KARE	10/06/12	10/06/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				KARE 11 Saturday											
				KARE11 NWS SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S-		1			\$800.00		0.00				
N18	KARE	10/07/12	10/07/12	KARE News 10p Su	CM	1030-1105P	-----S	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				KARE News 10p Su											
				KARE11NWS-10<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$3,000.00		0.00				
19	KARE	10/07/12	10/07/12	MN Bound	CM	MN Bound	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				MN Bound											
				MINN BOUND<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$800.00		0.00				
20	KARE	10/07/12	10/07/12	Football Night in America	CM	Various	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				Football Night in America											
				FOOTBALL NIGHT IN AMERICA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$2,500.00		0.00				
21	KARE	10/07/12	10/07/12	NFL Regular Season Football	CM	Various	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
				NFL Regular Season Football											
				NFL SUN FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$9,000.00		0.00				
22	KARE	10/07/12	10/07/12	SUN TDY	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				NBC Today Show (Su)											
				SUN TODAY-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$350.00		0.00				
23	KARE	10/04/12	10/04/12	Thu Prime	CM	9P-10P	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				ROCK CENTER		(9:00 PM-10:00 PM)									
				ROCK CENTER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	---T---		1			\$2,500.00		0.00				
24	KARE	10/02/12	10/02/12	Tue Prime	CM	7P-8P	-T-----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
				THE VOICE		(6:58 PM-8:00 PM)									
				VOICE-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-T-----		1			\$7,500.00		0.00				
25	KARE	10/02/12	10/02/12		CM	8P-9P	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Prime											
				NEW NORMAL/PERRY		(8:00 PM-9:00 PM)									
				GO ON/THE NEW NORMAL/MATTHEW PERRY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	-T-----		1		\$5,000.00		0.00					
													Totals	45	\$74,325.00